

U.S. Department of Justice

Washington, DC 20530

**Registration Statement**

**Pursuant to the Foreign Agents Registration Act of 1938, as amended**

**I--REGISTRANT**

1. Name of Registrant

Abu Dhabi Tourism and Culture Authority - New York Branch

2. Registration No.

6134

3. Principal Business Address

725 Fifth Avenue, 22nd Floor  
New York, NY 10022 USA

4. If the registrant is an individual, furnish the following information:

(a) Residence address(es)

(b) Other business address(es), if any

(c) Nationality

(d) Year of birth

(e) Present citizenship

(f) If present citizenship not acquired by birth, state when, where and how acquired

(g) Occupation

5. If the registrant is not an individual, furnish the following information:

(a) Type of organization: Committee  Association  Partnership  Voluntary group

Corporation

Other (specify) Statutory Board of Abu Dhabi Government

(b) Date and place of organization August 1, 2011; New York, NY

(c) Address of principal office 725 Fifth Avenue, 22nd Floor  
New York, NY 10022

(d) Name of person in charge Kershing Goh, Country Manager, USA

(e) Locations of branch or local offices Abu Dhabi, UAE; Al Ain, UAE; Sydney, Australia; Milan, Italy; Beijing, China; Moscow, Russia; Paris, France; London, UK; Frankfurt, Germany

(f) If a membership organization, give number of members N/A

(g) List all partners, officers, directors or persons performing the functions of an officer or director of the registrant.

Name	Residence Address(es)	Position	Nationality
Kershing Goh	49 East Clinton Ave Tenafly, New Jersey 07670	Country Manager, USA	Singaporean

(h) Which of the above named persons renders service directly in furtherance of the interests of any of the foreign principals?  
Kershing Goh

(i) Describe the nature of the registrant's regular business or activity.

Registrant promotes and markets Abu Dhabi as a choice tourism destination for leisure and business tourists from the United States.

(j) Give a complete statement of the ownership and control of the registrant.

Abu Dhabi Tourism & Culture Authority is part of the central government of Abu Dhabi, and the New York Office is a branch of the Abu Dhabi Tourism & Culture Authority.

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6. List all employees who render services to the registrant directly in furtherance of the interests of any of the foreign principals in other than a clerical, secretarial, or in a related or similar capacity.

Name	Residence Address(es)	Nature of Services
Kershing Goh Shone Jemmott	49 East Clinton Ave., Tenafly, NJ 07670 45 West 132nd St., Apt 4G, New York, NY 10037	Head of office for USA Public Relations Executive
Paul McDonagh	518 East 80th St., Apt 5J, New York, NY 10075	Trade & MICE Executive

**II--FOREIGN PRINCIPAL**

7. List every foreign principal<sup>1</sup> for whom the registrant is acting or has agreed to act.

Foreign Principal

Abu Dhabi Tourism &amp; Culture Authority

Principal Address(es)

PO Box 94000

Abu Dhabi UAE

**III--ACTIVITIES**

8. In addition to the activities described in any Exhibit B to this statement, will you engage or are you engaging now in activity on your own behalf which benefits any or all of your foreign principals? Yes  No

If yes, describe fully.

Yes. The New York Office is a branch of the Abu Dhabi Tourism &amp; Culture Authority.

**IV--FINANCIAL INFORMATION****9. (a) RECEIPTS-MONIES**

During the period beginning 60 days prior to the date of your obligation to register<sup>2</sup> to the time of filing this statement, did you receive from any foreign principal named in Item 7 any contribution, income, or money either as compensation or for disbursement or otherwise? Yes  No

If yes, set forth below in the required detail and separately for each such foreign principal an account of such monies.<sup>3</sup>

Foreign Principal	Date Received	Purpose	Amount
Please see Attachment 1			
			Total

<sup>1</sup> The term "foreign principal" includes a foreign government, foreign political party, foreign organization, foreign individual and, for the purpose of registration, an organization or an individual any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual.

<sup>2</sup> An agent must register within ten days of becoming an agent, and before acting as such.

<sup>3</sup> A registrant is required to file an Exhibit D if he collects or receives contributions, loans, moneys, or other things of value for a foreign principal, as part of a fundraising campaign. There is no printed form for this exhibit. (See Rule 201(e)).

**(b) RECEIPTS-THINGS OF VALUE**

During the period beginning 60 days prior to the date of your obligation to register<sup>4</sup> to the time of filing this statement, did you receive from any foreign principal named in Item 7 anything of value<sup>5</sup> other than money, either as compensation, or for disbursement, or otherwise? Yes  No

If yes, furnish the following information:

Foreign Principal	Date Received	Thing of Value	Purpose
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**10. (a) DISBURSEMENT-MONIES**

During the period beginning 60 days prior to the date of your obligation to register<sup>6</sup> to the time of filing this statement, did you spend or disburse any money in furtherance of or in connection with your activities on behalf of any foreign principal named in Item 7? Yes  No

If yes, set forth below in the required detail and separately for each such foreign principal named including monies transmitted, if any, to each foreign principal.

Date	To Whom	Purpose	Amount
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Please see Attachment  
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**(b) DISBURSEMENTS-THINGS OF VALUE**

During the period beginning 60 days prior to the date of your obligation to register<sup>7</sup> to the time of filing this statement, did you dispose of any thing of value<sup>8</sup> other than money in furtherance of or in connection with your activities on behalf of any foreign principal named in Item 7? Yes  No

If yes, furnish the following information:

Date	Recipient	Foreign Principal	Thing of Value	Purpose
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**(c) DISBURSEMENTS-POLITICAL CONTRIBUTIONS**

During the period beginning 60 days prior to the date of your obligation to register<sup>9</sup> to the time of filing this statement, did you, the registrant, or any short form registrant, make any contribution of money or other thing of value from your own funds and on your own behalf in connection with an election to any political office or in connection with any primary election, convention, or caucus held to select candidates for any political office? Yes  No

If yes, furnish the following information:

Date	Amount or Thing of Value	Political Organization or Candidate	Location of Event
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4, 6, 7 and 9 See Footnote 2, on page 3.

5 and 8 Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks", and the like.

**V--INFORMATIONAL MATERIALS<sup>10</sup>**

11. Will the activities of the registrant on behalf of any foreign principal include the preparation or dissemination of informational materials? Yes  No

IF YES, RESPOND TO THE REMAINING ITEMS IN THIS SECTION V.

12. Identify each such foreign principal.

Abu Dhabi Tourism & Culture Authority

13. Has a budget been established or specified sum of money allocated to finance your activities in preparing or disseminating informational materials? Yes  No

If yes, identify each such foreign principal, specify amount and for what period of time.

A budget of \$1.14 million has been set aside by the Abu Dhabi Tourism & Culture Authority for market activities for the United States for the year 2012.

14. Will any public relations firms or publicity agents participate in the preparation or dissemination of such informational materials?

Yes  No

If yes, furnish the names and addresses of such persons or firms.

15. Activities in preparing or disseminating informational materials will include the use of the following:

<input checked="" type="checkbox"/> Radio or TV broadcasts	<input checked="" type="checkbox"/> Magazine or newspaper	<input type="checkbox"/> Motion picture films	<input type="checkbox"/> Letters or telegrams
<input checked="" type="checkbox"/> Advertising campaigns	<input checked="" type="checkbox"/> Press releases	<input checked="" type="checkbox"/> Pamphlets or other publications	<input type="checkbox"/> Lectures or speeches
<input type="checkbox"/> Other (specify) _____			

**Electronic Communications**

<input checked="" type="checkbox"/> Email	
<input checked="" type="checkbox"/> Website URL(s):	visitabudhabi.ae
<input type="checkbox"/> Social media website URL(s):	_____
<input type="checkbox"/> Other (specify) _____	

16. Informational materials will be disseminated among the following groups:

<input type="checkbox"/> Public officials	<input type="checkbox"/> Civic groups or associations
<input type="checkbox"/> Legislators	<input type="checkbox"/> Libraries
<input type="checkbox"/> Government agencies	<input type="checkbox"/> Educational groups
<input checked="" type="checkbox"/> Newspapers	<input type="checkbox"/> Nationality groups
<input checked="" type="checkbox"/> Editors	<input checked="" type="checkbox"/> Other (specify) general consumers/travel agents

17. Indicate language to be used in the informational materials:

<input checked="" type="checkbox"/> English	<input type="checkbox"/> Other (specify) _____
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<sup>10</sup> The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

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## VI--EXHIBITS AND ATTACHMENTS

18. (a) The following described exhibits shall be filed in triplicate with an initial registration statement:

*Exhibit A*— This exhibit, which is filed on Form NSD-3, sets forth the information required to be disclosed concerning each foreign principal named in Item 7.

*Exhibit B*— This exhibit, which is filed on Form NSD-4, sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

(b) An Exhibit C shall be filed when applicable. This exhibit, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, constitution, and bylaws of a registrant that is an organization. A waiver of the requirement to file an Exhibit C may be obtained for good cause shown upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530. (See Rule 201(c) and (d)).

(c) An Exhibit D shall be filed when applicable. This exhibit, for which no printed form is provided, sets forth an account of money collected or received as a result of a fundraising campaign and transmitted for a foreign principal. (See Rule 201 (e)).

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## VII--EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Print or type name under each signature or provide electronic signature<sup>11</sup>)

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September 14, 2012

/s/ Kershing Goh

eSigned

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<sup>11</sup> This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

Attachment 1  
**Schedule of Contributions from Abu Dhabi Tourism & Culture Authority**

Month/ Year	Administrative Expense Total	Details	Office Renovation Cost	Salary & benefits	Office Rent	Promotional Expense Total	Promotional Expense Details	TOTAL
Aug-11	\$4,826.06			\$29,166.00	\$3,350.00	\$826.96		\$38,169.02
Sep-11	\$16,098.89			\$29,166.00	\$3,350.00	\$1,463.80		\$50,078.69
Oct-11	\$1,656.41			\$29,166.00	\$3,350.00	\$113,199.55		\$147,371.96
Nov-11	\$2,564.03			\$29,166.00	\$3,350.00	\$3,203.34	Advertising & promotional costs, trade shows	\$38,283.37
Dec-11	\$1,692.21	Office Supplies, telecommunications, internet, subscriptions, cleaning services, IT support, equipment running cost and other office operational charges	\$750,000.00	\$29,166.00	\$3,350.00	\$3,836.84		\$788,045.05
Jan-12	\$9,751.22			\$29,166.00	\$3,350.00	\$213.39	expenses, sales calls	\$42,480.61
Feb-12	\$3,146.59			\$29,166.00	\$3,350.00	\$378.95	expenses, marketing campaigns	\$36,041.54
Mar-12	\$2,645.57			\$29,166.00	\$3,350.00	\$66,879.78	costs	\$102,041.35
Apr-12	\$4,532.03			\$29,166.00	\$3,350.00	\$351.08	(including launch event	\$37,399.11
May-12	\$17,637.84			\$29,166.00	\$20,347.69	\$503,907.96	for \$500,000 in May)	\$571,059.49
Jun-12	\$8,928.19			\$29,166.00	\$20,347.69	\$139,813.50		\$198,255.38
Jul-12	\$6,798.26			\$29,166.00	\$20,347.69	\$5,482.64		\$61,794.59
<b>TOTAL</b>	<b>\$80,277.30</b>		<b>\$750,000.00</b>	<b>\$349,992.00</b>	<b>\$91,193.07</b>	<b>\$839,557.79</b>		<b>\$2,111,020.</b>
								<b>16</b>